

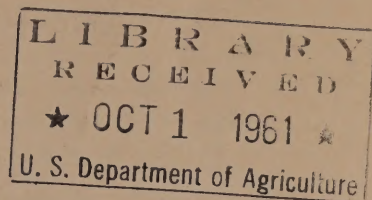
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Be

1961-1962 SPECIALIST'S

WHOLESALE CATALOGUE

Fuchsias *and Pelargoniums*



AZTEC

Startling and showy color effect. See page 4

SCHMIDT NURSERY

355 LAMBERT AVENUE • PALO ALTO, CALIFORNIA

Palo Alto Phone Davenport 2-4501

... before ordering

please read these **TERMS OF SALE**

Orders for all stock offered in this Wholesale Catalogue are being booked now. All orders are promptly confirmed, but are accepted subject to cancellation in case of crop failures and other conditions beyond our control.

No order shipped that totals less than \$5.00. **NOT LESS THAN FIVE PLANTS OF A VARIETY AT WHOLESALE PRICES.**

We do not sell rooted or unrooted cuttings, but only well grown and established plants in 2½" pots.

Our terms are cash with order, unless you make other arrangements with us **AT THE TIME YOU ORDER**, for payment at delivery date.

All prices F.O.B. Palo Alto. No charge for packing.

We suggest shipment by Parcel Post and Special Handling. However, if you want us to ship to you by Railway Express, please so indicate on your order.

We are **NOT** responsible for the safe arrival of plants after they have been accepted in good order by the carrier. **CLAIMS FOR DAMAGE IN TRANSIT** (broken plants, delay in delivery, etc.) **SHOULD BE FILED WITH THE CARRIER ON DELIVERY.**

Orders will be shipped when plants are ready and, depending on the stock, that will be in late winter or early spring. However, please **indicate on your order when you would like to have the plants** and we will let you know at once what we can do.

All stock is labeled, true to name as given in this catalogue.

We **never substitute** if sold out of a variety you have ordered.

... about ordering Early



Last season we were sold out of most items in about a month after our wholesale catalogue was mailed out. This year, again, we expect to be sold out of most items **in less than one month** after this catalogue reaches you. Since our production is so limited, we urge you to order as soon as possible after you receive this catalogue. This is not high-pressure business but a statement of fact—each year the late orders are out of luck. Each year we mail back many orders that arrive too late.

This does **not** apply to the new 1962 Introductions. We keep "open book" for them and hope to be able to supply plants even late in the season.

FUCHSIAS

1962 INTRODUCTIONS

Once again — as each year since 1939 — we are pleased to offer exclusively the finest of new fuchsia originations by well known hybridizers.

The new introductions are listed alphabetically below. Price schedule is at the end of descriptions, page 3.

CITY OF PACIFICA (Reedstrom) — From originator's description: Large double corolla pale blue, tube and sepals white. Stiff upright grower. Along coastal areas this fuchsia will take full sun, which makes it unique in its color class. Garden tested for four years.

COED (Erickson) — Fully double, formal corolla a distinctive smoky rose with orange undertone, some petals marbled with white. Long tube and broad, outspread sepals purest white. Attractive color contrast. Bushy upright grower.

EMBARCADERO (Schnabel-Paskesen) — Originator's description: Extra large double flowers of muted purple fading to a dusky flaring rose. Light pink sepals, tipped rose. Trailer with medium sized foliage.

FROLIC (Erickson) — Semi-double to double spreading corolla mallow pink. Long, broad sepals flesh outside, light pink underside, conspicuously tipped green. A natural trailer, very free blooming and also heat resistant.

LYNN ELLEN (Erickson) — Double spreading corolla with broad petals rosy purple, the flowers gradually changing to a glowing rose as they fully open. Broad upturned sepals deepest rose pink. Tall upright grower, heat resistant.

ORANGY (Reedstrom) — From originator's description: Single corolla pale orange, with tube and sepals pink-orange. It is a vigorous, natural trailer with leaves that have a yellow cast. Garden tested.

PINK FOREMOST (Fuchsia-La) (Trade Mark Reg.) — Originator's description: Large double, long tube, corolla beautiful fuchsine pink, long stamens. Sepals shaded pale fuchsine pink to deeper pink near base, tipped green. Trailer.

QUEEN OF SHEBA (Munkner) — Fully double, spreading corolla a beautiful grayish powder-blue, flesh pink toward base of petals. Broad upturned sepals palest carmine, deeper near base and tips. Bushy upright grower.

ROYAL ORCHID (Hodges) — Large single somewhat bell-shaped corolla a blend of orchid and blue shades, flaring at maturity and changing to deep wine. Extra long, wide spreading sepals white, tinted pale carmine. A natural trailer, with large, showy flowers.

SENSATION (Munkner) — Single corolla deep violet blue, petals slightly waved. Long, narrow sepals shiny pink outside, underside medium pink, tipped pale green. Natural trailer, lovely buds and flowers with sepals spreading over 5 inches.

TAMMY (Erickson) — Large double outspreading corolla mauve lavender. Tube waxy white; long, broad sepals a lovely pink, spreading and twisted, then upturned. Vigorous, spreading bush, or may be trained as a trailer.

VALENCIA (Schnabel-Paskesen) — Originator's description: Vivid pink semi-double corolla accentuated by brilliant rose sepals. Early blooming, crisp, free flowering on a 3 to 4 ft. upright easy-to-grow bush, with dark green leaves.

VANITY FAIR (Schnabel-Paskesen) — Originator's description: Large pale pink, heavily petaled globular double corolla with serrated edges, resembling a carnation. Thick green-white tube and sepals. Upright to 3 ft. with medium sized leaves.

Please note that we cannot accept your order for any of the above described non-patented 1962 Fuchsia Introductions unless your order is accompanied by a signed Propagating Agreement. For your convenience a copy of it, printed on yellow paper, has been inserted in this catalogue.

We hope to have a good stock of 1962 Fuchsia Introductions on hand throughout the season, but strongly advise early ordering if you want early delivery.

WHOLESALE PRICES for City of Pacifica, Coed, Embarcadero, Frolic, Lynn Ellen, Orangy, Pink Foremost, Queen of Sheba, Royal Orchid, Sensation, Tammy, Valencia and Vanity Fair. Strong plants grown in 2½" pots:

5 plants of one variety.....	each 45¢
10 plants of one variety.....	each 40¢
25 or more of one variety.....	each 35¢

Established **minimum RETAIL PRICE** for City of Pacifica, Coed, Embarcadero, Frolic, Lynn Ellen, Orangy, Pink Foremost, Queen of Sheba, Royal Orchid, Sensation, Tammy, Valencia and Vanity Fair, **for the entire year of 1962**, is 75¢ each for plants in 3" pots or smaller containers, \$1.00 each for 4" pots or larger containers.

1961 AND OTHER NEWER FUCHSIAS

BLUE LAGOON (Pat. pend.) — Double blue shades, sepals rosy red. Upright grower, very large flowers. **35¢.**

CRACKERJACK (Tr. Mark Reg.)—Introduced 1961 by Fuchsia-La. Originator's description: Single, long white bud, flushed pink. Corolla mauve to white at center of petals. Long narrow sepals which curl tightly; underside a beautiful neyron rose. Large flowers reminding one of an orchid. **35¢.**

FANCY PANTS (Tr. Mark Reg.) — Double blue-purple fading to reddish hue. Vigorous grower, upright or basket. Heat resistant. **35¢.**

HER LADYSHIP — Double orchid blue, with splashes of pink, sepals pink. Upright or semi-trailer. **25¢.**

MIDGE — Double silvery blue, recurved sepals pink. Dwarf plant with good foliage, free blooming. A little gem. **25¢.**

MYBETTE — Single self medium pink. Another small bushy plant, with good foliage, and free blooming. **25¢.**

NIAGARA — Huge double white, rose veined, sepals broad white, pale pink edges. An arching trailer. **25¢.**

PINK DELIGHT — Large single corolla lavender pink, long sepals white, flushed pale pink. A

natural trailer producing many graceful flowers. **25¢.**

PINK FAVORITE (U.S. Tr. Mark)—Double corolla a pleasing soft pink, short recurved sepals slightly deeper pink. Short bushy grower, very free flowering. Highly recommended. **35¢.**

PINK GALORE (Tr. Mark Reg.) — Double, beautiful soft rose, sepals deep pink. Probably the best all-pink hanging fuchsia for retail sales. **35¢**

RED BUTTONS — Single orange red corolla and outspread orange red sepals, inflated shiny red tube. Proved to be very free flowering and heat resistant. A good trailer. **25¢.**

TEXAS LONGHORN (Tr. Mark Reg.)—Semi-double white corolla, long pointed rose red sepals spread to 7" or more. Outstanding for sales appeal. Plenty of stock for early 1962. **35¢.**

THE FRANCISCAN — Fully double self-pink flaring flowers, sepals pink. A restrained grower, very free flowering. **25¢.**

TIFFANY (Tr. Mark Reg.) — Large double purest white corolla, broad upturned sepals pale pink. Strong growing trailer, masses of flowers. Good in hotter climates, too. **35¢.**

WHIRLAWAY (Tr. Mark Reg.) — Large semi-double white, pink tint; long white sepals curl up and recurve. Natural trailer. **35¢.**

LADY WASHINGTON GERANIUMS

Also known as Regal, Fancy, Show or Martha Washington Geraniums, and often as just Pelargoniums. Botanically *Pelargonium domesticum* varieties.

1962 SCHMIDT INTRODUCTIONS

AZTEC — See illustration front cover. Big globular umbels of large flowers borne in profusion on a low, bushy, plant. Two top petals deeper colored, otherwise all petals with same colors. Center of petal deep velvet-brown, heavily flushed strawberry toward petal edges, becoming paler at irregular white border. Base of petals strongly veined deep violet. Startling and showy color effect. Excellent foliage. One of our very best introductions.

CARMEN — Medium large, well ruffled flowers a strong true rose, two top petals heavily veined and blotched velvety black, slightly flushed orange. Medium tall grower, early and heavy bloomer.

PARISIENNE — Medium sized flowers are ruffled, deep mauve with a decided blue cast, white center, top petals with deep violet veining and medium-sized velvety reddish-violet blotch. Medium high, spreading, grower. An attractive new coloring.

RAPTURE — See illustration back cover. A "Dawn" seedling and best described as a more refined, deeper colored "Dawn." Flowers are larger, and nicely ruffled, petals overlap better and color is a beautiful blend of soft apricot-peach, several shades deeper than "Dawn." Lightly veined in lower petals, feathered and small reddish spot in top petals. Color deepens in cooler weather. Good medium-high, bushy grower with excellent foliage. Large flowers held well above the foliage; free and long blooming, with as many as ten umbels of flowers on a gallon-can plant. May prove to be the finest of all my introductions.

AZTEC • CARMEN • PARISIENNE • RAPTURE

5 plants of one variety.....	65¢ each	25 plants of one variety.....	45¢ each
10 plants of one variety.....	55¢ each	50 or more of one variety.....	35¢ each

1961 AND OTHER NEWER PELARGONIUMS

AMOUR — Large umbels, large flowers an attractive soft orchid, lilac undertone. Early and long blooming. Bushy grower, outstanding pot variety. **30¢.**

BLACK MAGIC (1961 introduction) — Jet black buds open to large flowers of darkest red-black, with golden stamens. Semi-dwarf, bushy grower, long flowering season. Darkest of all, but not dull. Fast selling novelty pot plant. **35¢.**

BREAK O'DAY (1961 introduction) — Many-flowered umbels of large white flowers with palest blush, top petals prominently veined and with small velvety brown-red blotch, heavily flushed strawberry. Medium tall, long blooming season. Our best selling new variety in 1961. **35¢.**

CARISBROOKE — Similar to "Ballerina," but more ruffled, less apricot to its satiny pink. Upright grower, early and long blooming. Winner of the highest awards in England. **30¢.**

CORSAIR — White, small bright strawberry spot in each petal. Low, compact grower, masses of flowers. **30¢.**

GRAND SLAM — Award of Merit 1956, Lady Burton Cup 1956, Sander Medal 1956, First

Class Certificate, R.H.S., 1961. Finest rosy red. **25¢.**

HAPPY DAYS — Lovely salmon pink, apricot undertone. Recommended for perpetual bloom. **25¢.**

HOLIDAY — Ruffled blushed white, top petals maroon and strawberry. **25¢.**

LA PALOMA — White, with palest flush during hot weather, top petals marked pale mauve. Bushy grower, good foliage; large flowers, free blooming. **25¢.**

PINK GEM (1961 introduction) — Upright-facing flowers of medium size, softest rosy pink, near-white at center, small reddish spot in top petals. Effect is apple-blossom pink. Low grower, very early blooming. **35¢.**

ROGUE — Large flowers and a livelier deep red than other dark varieties. Tops. **30¢.**

SOUTH AMERICAN BRONZE — Flowers of brown and maroon, dark center, pale orchid border. Fine novelty color. **25¢.**

WEDDING GOWN — Ruffled, glistening white, no markings of any kind. Large flowers, long blooming—still the finest all-white to date. **30¢.**

TWO NOVELTY PELARGONIUM SPECIES

Pelargonium formosum (Five-fingered or Fingered Geranium) — Entirely distinct from any other Pelargonium. It is not known what it actually is or where it originated.

Tall, upright grower, medium-sized leaves deeply cut into three main sections and five or more secondary divisions. Umbels are carried on long stems and are made up of as many as close to fifty flowers. Flowers have nine to ten rather narrow, pointed petals, arranged in flat cup shape. Flower color is a beautiful salmon, near-white at tips, giving a most appealing "carnation" effect to the umbel. Flowers last well and are produced the year round if the plant is kept growing. Here in Palo Alto it does best in slight shade, grown in 4" and larger pots. Finest novelty introduced in years.

Pelargonium violarium (P. tricolor, etc.) — Although seedlings vary considerably in flower color, our variety is propagated by cuttings from a selected form. Plant is a spreading grower, best displayed in a hanging basket, but good also as a pot plant. Rather small, elongated, silvery-green leaves. Flowers are carried in umbels of four and have three white lower petals and two the top petals entirely washed rosy-red, maroon reverse, with a prominent black spot at base. Can stand full sun or a little shade, prefers sandy soil and should be kept moist, but not wet. Very attractive — good customer appeal.

P. formosum and P. violarium

Strong 2½" Pot Plants:

5 plants of one variety.....65¢ each

10 plants of one variety.....55¢ each

25 plants of one variety.....45¢ each

50 or more of one variety.....35¢ each



RAPTURE

Unretouched photo of a young plant grown in a gallon can. See page 4.

SCHMIDT NURSERY

355 Lambert Avenue

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Palo Alto, California

Palo Alto Phone DAvenport 2-4501

Wm. E. Schmidt, originator and grower, thirty-seven years in the nursery business. Member of the American Fuchsia Society, International Geranium Society, California Horticultural Society, California Association of Nurserymen and the American Association of Nurserymen.

We are a Pinto Tag Nursery

